



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| In re the application of: |) |
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| Mark Landesmann |) Group Art Unit: 3622 |
| Application No. 09/888,439 |) Examiner: Le, Khanh H) |
| Filed: 6/26/2001 |) Atty. Docket No.: 084561-0108) |
| For: Buyer Driven Targeting of Purchasing Entities |) Date: 1-27-2005) |
| |) |

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: Commissioner for Patents, Alexandria, VA 2213-1450 on 1-27-2005

Signed:

Ashok Malani

INFORMATION DISCLOSURE STATEMENT UNDER 37 CFR §§1.56 AND 1.97(e)

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

The references listed in the attached PTO Form 1449(s), at least one of which was provided by an Examiner(s) handling a related patent application(s), copies of which are attached, may be material to examination of the above-identified patent application. Applicants submit these references in compliance with their duty of disclosure pursuant to 37 CFR §§ 1.56 and 1.97. The Examiner is requested to make these references of official record in this application.

This Information Disclosure Statement is not to be construed as a representation that a search has been made, that additional information material to the examination of this application does not exist, or that these references indeed constitute prior art.

Applicants hereby state that no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in § 1.56(c) more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

Ashok Malani

Buyer Leverage 300 Hamilton Ave, 4th Floor Palo Alto, CA 94301

Tel: 65-329-5930

Email: Ashok@BuyerLeverage.com

PTO/SB/08A (08-03)

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Substitute for form 1449/PTO

Sheet 1

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

| Complete if Known | | | | |
|------------------------|-----------------|-------------|--|--|
| Application Number | 09/888,439 | | | |
| Filing Date | 6/26/2001 | | | |
| First Named Inventor | Mark Landesmann | | | |
| Art Unit | 3622 | | | |
| Examiner Name | Le, Khanh H | | | |
| Attorney Docket Number | 09/561-0109 | | | |

| Examiner | Cite | Degrapant Niverb | | DOCUMENTS | |
|-----------|------|--|-----------------------------|--|--|
| Initials* | No.1 | Document Number Number-Kind Code ^{2 (# known)} | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevan Figures Appear |
| | A1 | ^{US-} 5,855,008 | 12-29-1998 | Goldhaber et.al | |
| | A2 | ^{US-} 6,484,146 | 11-19-2002 | Day et.al | |
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| | | FORE | IGN PATENT DOCU | MENTS | | |
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| | Cite No. ¹ | Foreign Patent Document P | Publication Date | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear | |
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| Examiner Signature | Date Considered | |
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PTO/SB/08B (08-03)

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| | te for form 1449/PTO | | | | of information unless it contains a valid OMB control number. Complete if Known |
|-----------------------------------|----------------------|----------------------|-----------------|------------------------|--|
| Substitute for form 1443/FTO | | Application Number | 09/888,439 | | |
| INFORMATION DISCLOSURE | | | CLOSURE | Filing Date | 6/26/2001 |
| STATEMENT BY APPLICANT | | First Named Inventor | Mark Landesmann | | |
| (Use as many sheets as necessary) | | | | Art Unit | 3622 |
| | | | ecessary) | Examiner Name | Le, Khanh H |
| Sheet | 1 | of | 1 | Attorney Docket Number | 084561-0108 |

| | | NON PATENT LITERATURE DOCUMENTS | | |
|-----------------------|----|--|--|--|
| Examiner Initials* | | | | |
| | B1 | FIRST OFFICE ACTION on Application 10/727,535, with filing date of 12/05/03 and mailing date of office action 12/14/2004 | | |
| | B2 | FINAL OFFICE ACTION on Application 09/758,239, with filing date of 01/12/2001 and mailing date of office action 11/03/2004 | | |
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